



UNIT -IV

Management Information System

Functional Applications of Information System



Venue: Liberty College, Anamnagar

Date: 27th November 2016

By: Laxman Pokhrel, MBA-MIS



Management Information Systems

Unit 6:

Functional Applications of Information System

IS Classifications by Scope

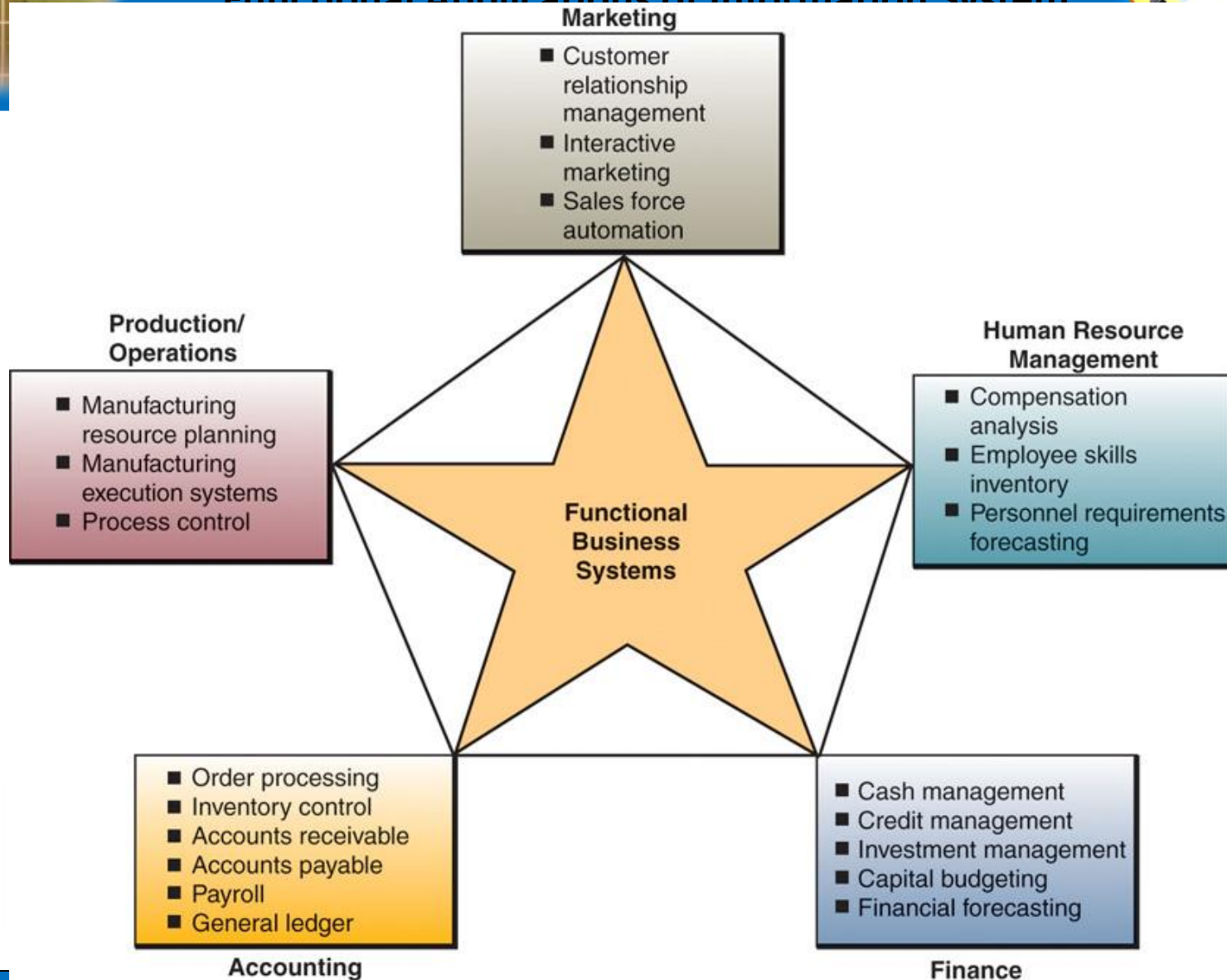


- **Functional Business Systems** – support basic business functions
 - Information systems that support the business functions of accounting, finance, marketing, operations management, and human resource management

Management Information Systems

Unit 6:

Functional Applications of Information System





Management Information Systems

Unit 6:

Functional Applications of Information System

Marketing Systems





Management Information Systems

Unit 6:

Functional Applications of Information System

Interactive Marketing



Customer-focused marketing process that is based on using the Internet, intranets, and extranets to establish two-way transactions between a business and its customers or potential customers

Goal:

- Use networks to attract and keep customers who will become partners with the business in creating, purchasing, and improving products and services

Targeted Marketing

Tool for developing advertising and promotion strategies to strengthen a company's e-commerce initiatives, as well as its traditional business venues

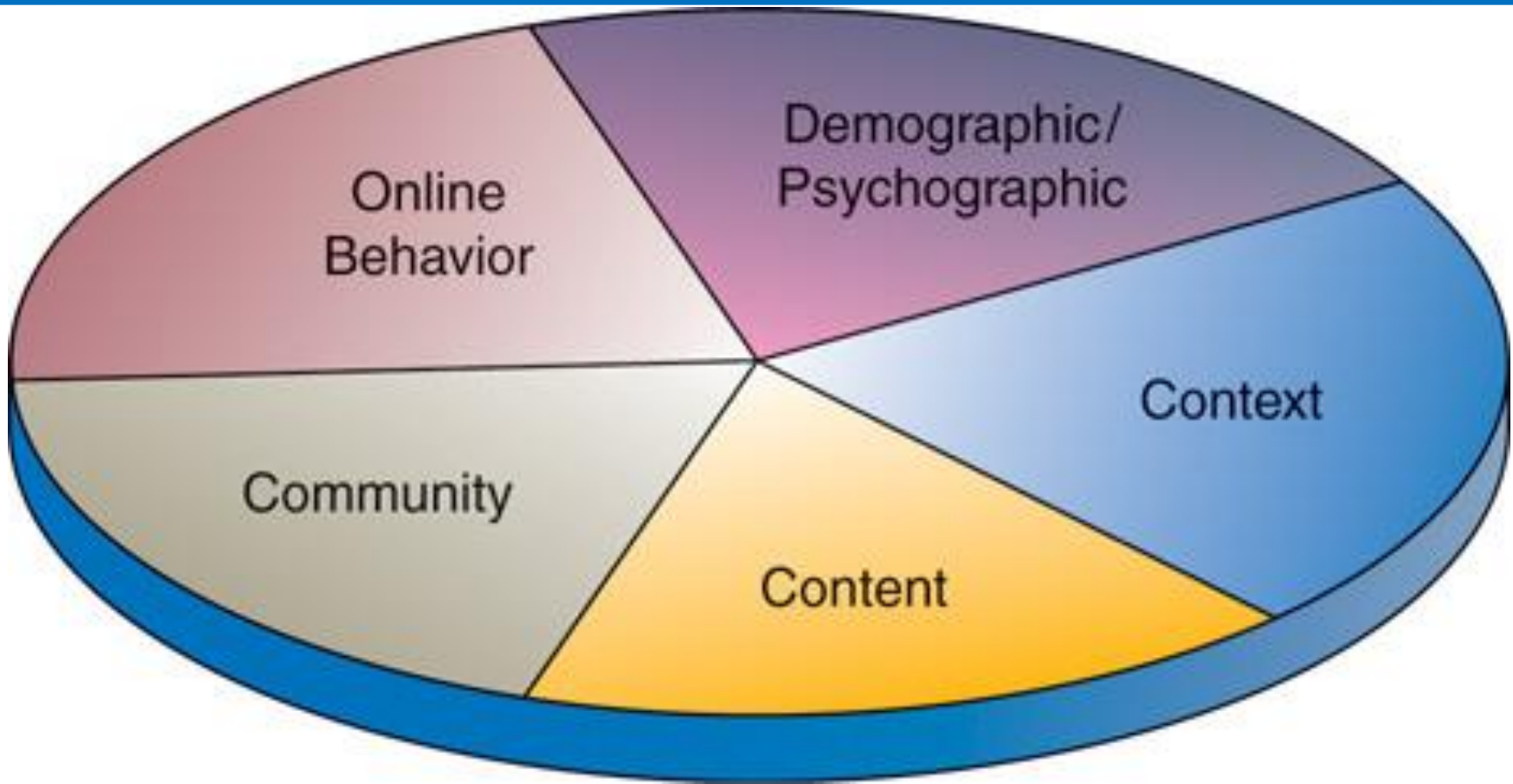


Management Information Systems

Unit 6:

Functional Applications of Information System

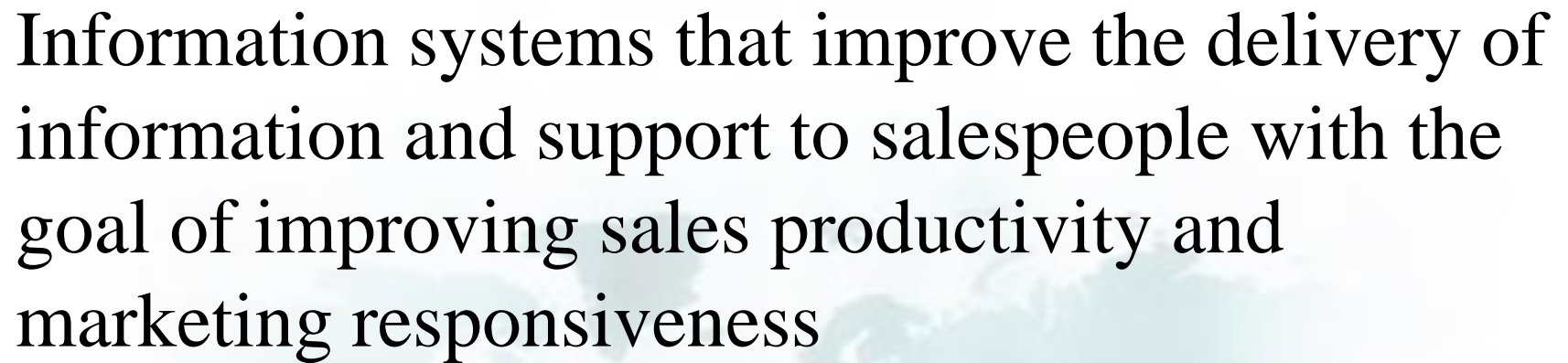
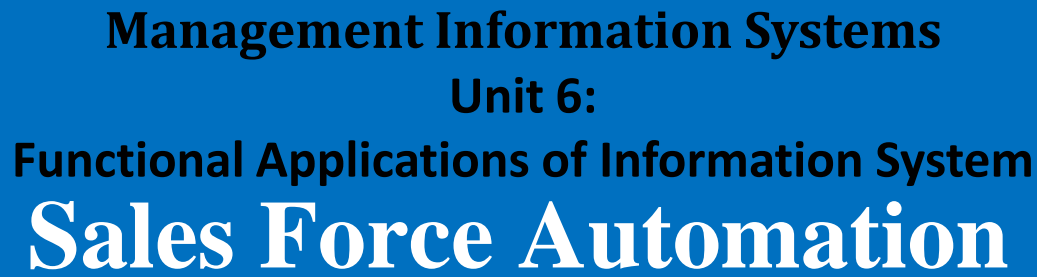
Targeted Marketing Components





Targeted Marketing Components

- **Community** – customize advertising to appeal to people of specific virtual communities
- **Content** – advertising placed on a variety of selected websites
- **Context** – advertising placed on web pages that are relevant to the content of a product or service
- **Demographic/Psychographic** – web marketing efforts aimed at specific types or classes or people
- **Online Behavior** – promotion efforts tailored to each visit to a site by an individual





Management Information Systems

Unit 6:

Functional Applications of Information System

Manufacturing Systems



Information systems that support the production/operations function that includes all activities concerned with the planning and control of the processes producing goods and services



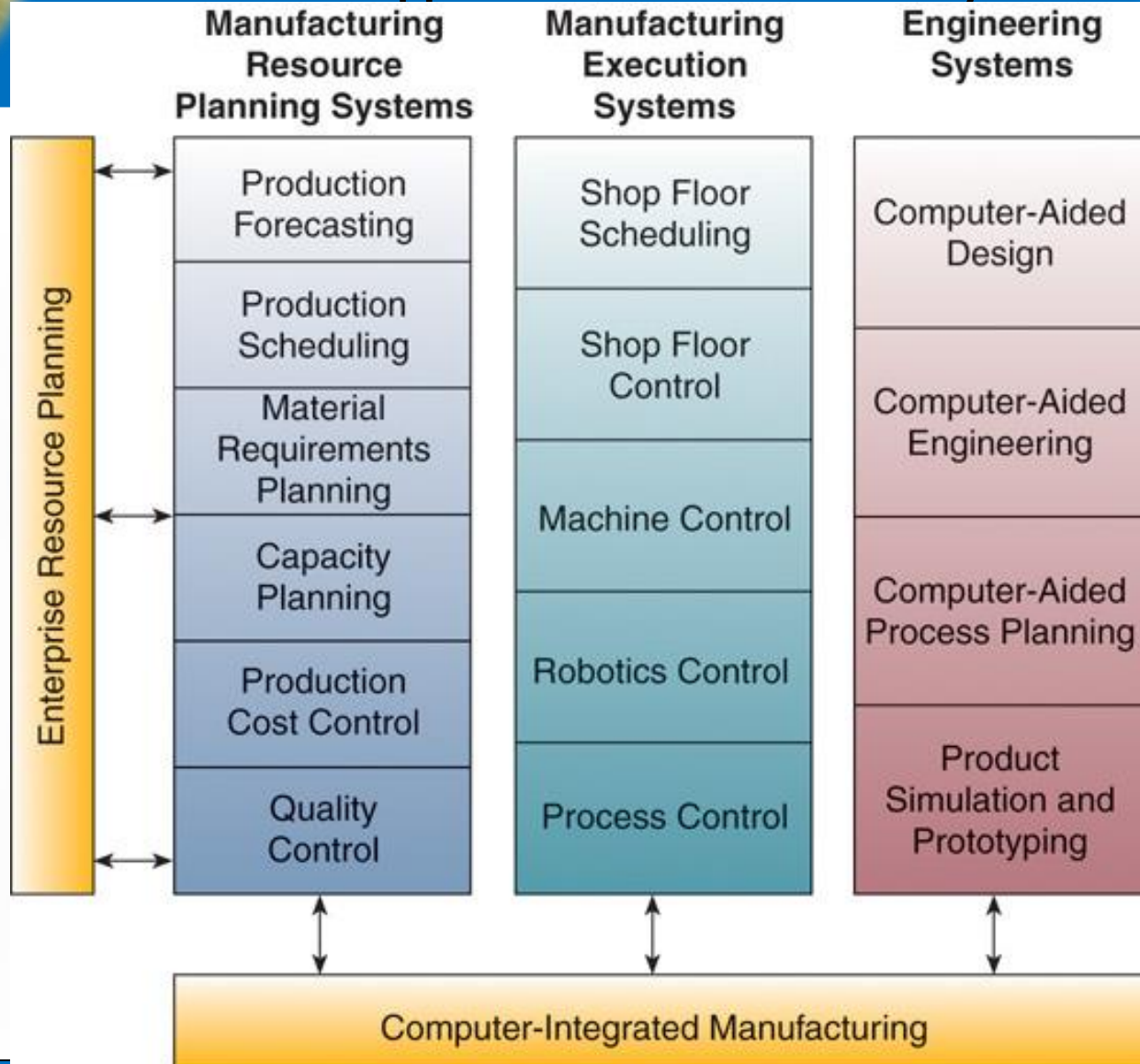
Management Information Systems

Unit 6:

Functional Applications of Information System



Manufacturing Systems





Computer-Integrated Manufacturing (CIM)



Objectives:

- **Simplify** production processes, product designs, and factory organization as a vital foundation to automation and integration
- **Automate** production processes and the business functions that support them with computers, machines, and robots
- **Integrate** all production and support processes using computer networks, cross-functional business software, and other information technologies



Management Information Systems

Unit 6:

Functional Applications of Information System

CIM Systems

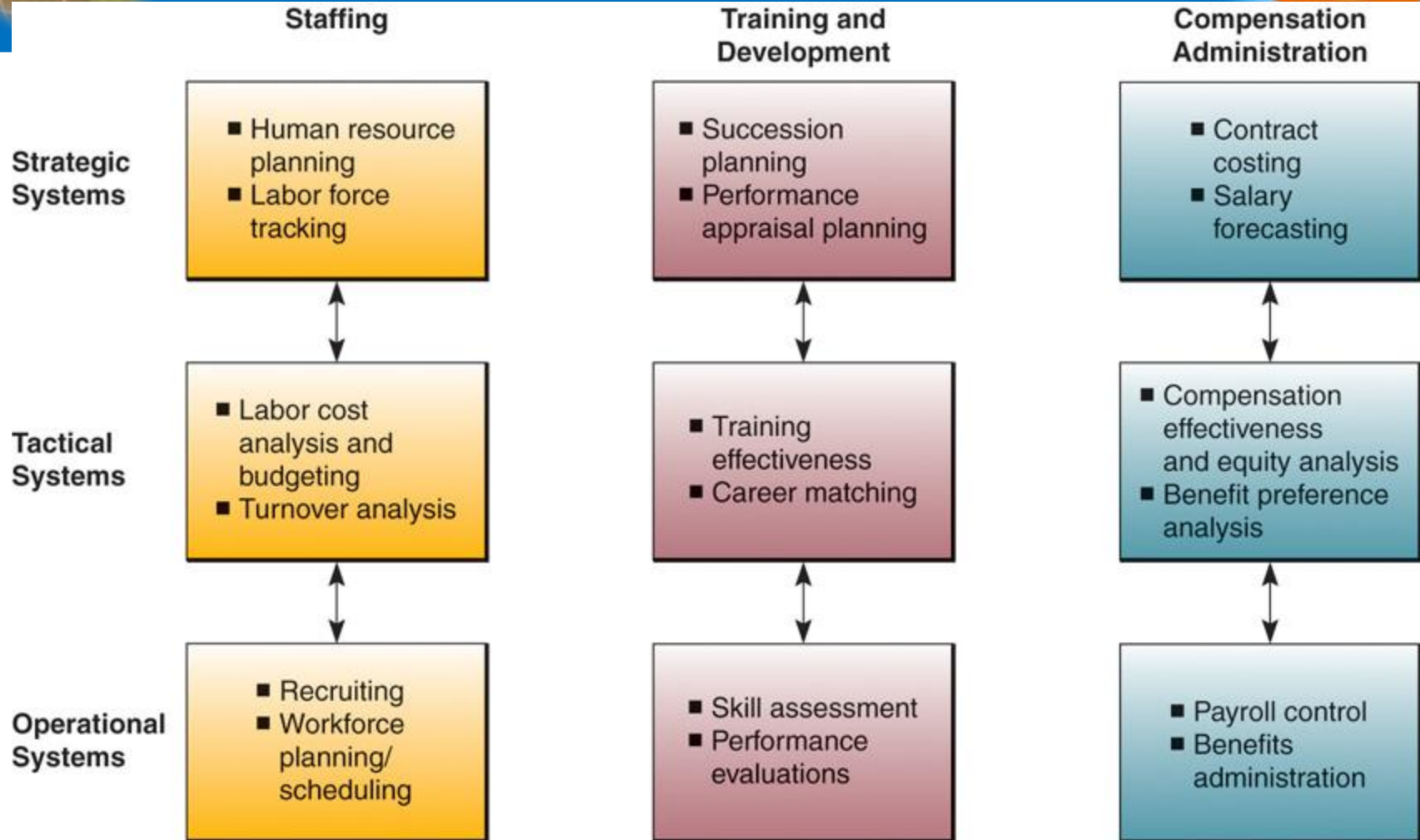


- **Computer-aided manufacturing (CAM)** - Information systems that automate the production process
- **Manufacturing execution systems (MES)** – performance monitoring information systems for factory floor operations. They mainly monitor, track and control materials, equipment, personnel, instructions and specifications and production facilities
- **Process Control** – control ongoing physical processes
- **Machine Control** – controls the actions of machines

Management Information Systems

Unit 6:

Functional Applications of Information Systems





Management Information Systems

Unit 6:

Functional Applications of Information System

HRM and the Internet



- Recruiting employees through recruiting services and databases on the World Wide Web
- Posting messages in selected Internet newsgroups
- Communicating with job applicants via e-mail



HRM and Corporate Intranets



- Process common HRM applications
- Allow HRM department to provide around-the-clock services
- Disseminate valuable information faster than through previous company channels
- Collect information from employees online
- Allow managers and other employees to perform HRM tasks with little intervention by the HRM department

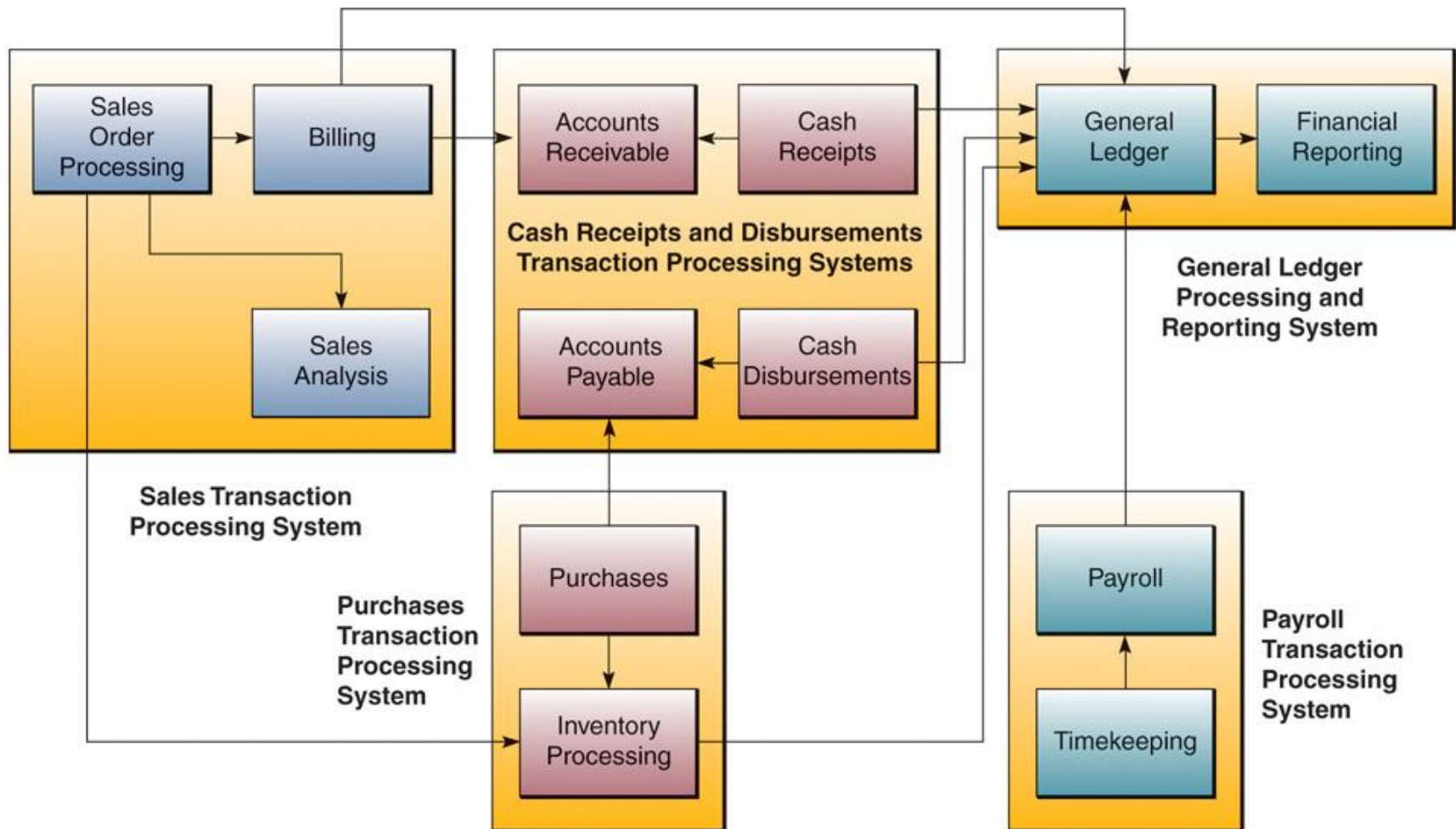


Management Information Systems

Unit 6:

Functional Applications of Information System

Accounting Information Systems





Common Business Accounting Systems

- **Order Processing** – Captures and processes customer orders and produces data for inventory control and accounts receivable
- **Inventory Control** – Processes data reflecting changes in inventory and provides shipping and reorder information
- **Accounts Receivable** – Records amounts owed by customers and produces customer invoices, monthly customer statements, and credit management reports
- **Accounts Payable** – Records purchases from, amounts owed to, and payments to suppliers, and produces cash management reports
- **Payroll** – Records employee work and compensation data and produces paychecks and other payroll documents and reports
- **General Ledger** – Consolidates data from other accounting systems and produces the periodic financial statements and reports of the business

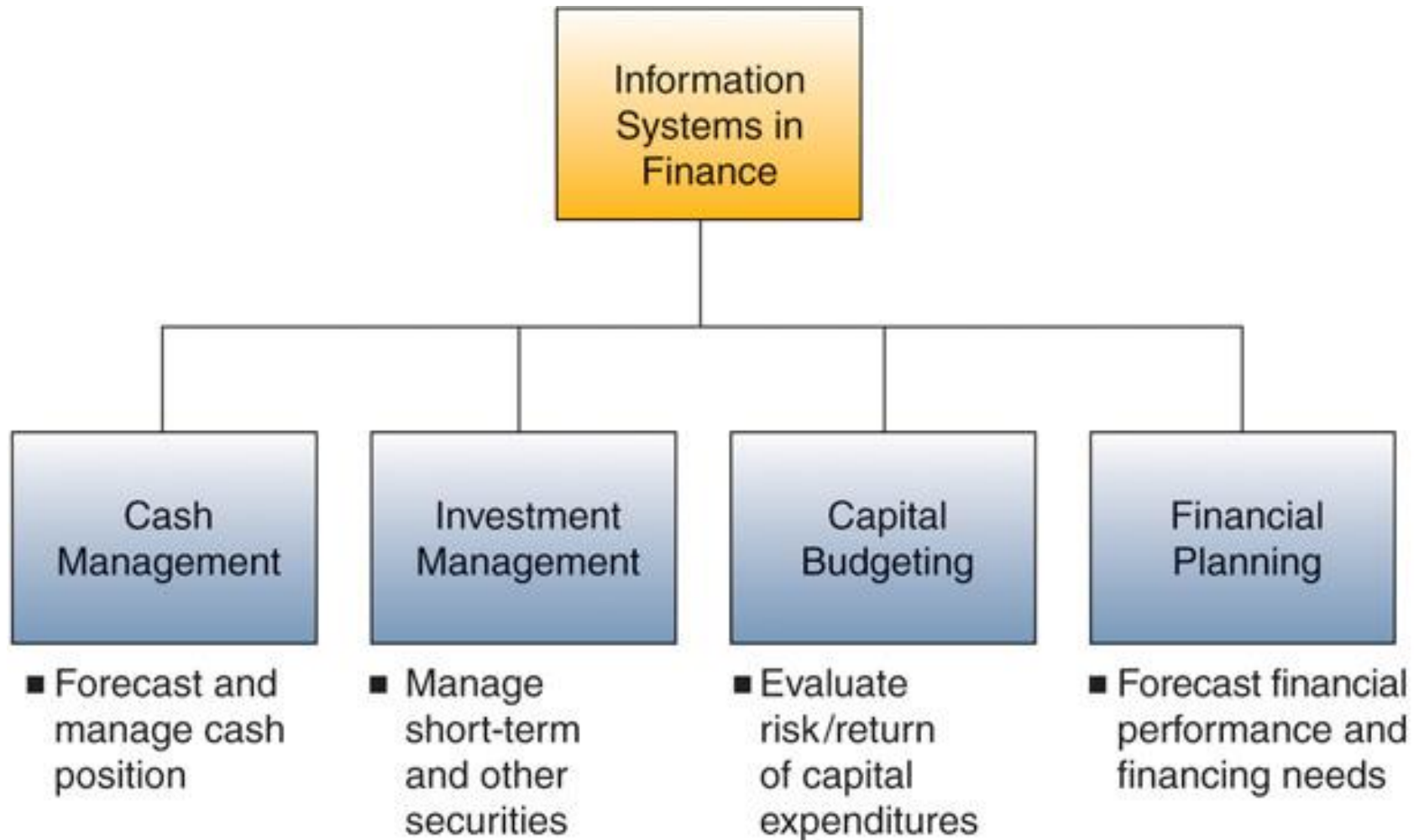


Management Information Systems

Unit 6:

Functional Applications of Information System

Financial Management Systems

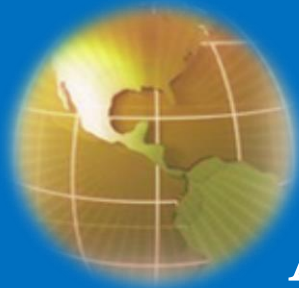




Financial Management Systems



- **Capital Budgeting** – evaluating the profitability and financial impact of proposed capital expenditures
- **Financial Planning** – evaluating the present and projected financial performance of a business

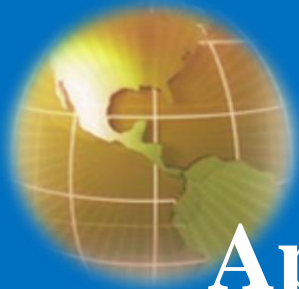


Application of Functional Systems



- Computer Reservation System (CRS),
 - A **computer reservations system** or central **reservation system (CRS)** is a **computerized system** used to store and retrieve information and conduct transactions related to air travel, hotels, car rental, or activities. Originally designed and operated by airlines, CRSes were later extended for the use of travel agencies.

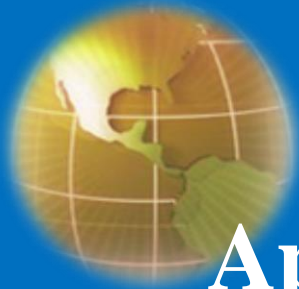




Application of Functional Systems

- Global Distribution System (GDS),
 - A **Global Distribution System (GDS)** is a network operated by a company that enables automated transactions between travel service providers (mainly airlines, hotels and car rental companies) and travel agencies.





Application of Functional Systems

- Property Management Systems (PMS),
 - **Property management systems** also known as PMS or Hotel Operating **System** (Hotel OS), under business terms may be used in real estate of mind, manufacturing, logistics, intellectual **property**, government or hospitality accommodation **management**.





Application of Functional Systems

- Point of Sales Systems (POS)
 - A retail **point of sale system** typically includes a cash register (which in recent times comprises a computer, monitor, cash drawer, receipt printer, customer display and a barcode scanner) and the majority of retail **POS systems** also include a debit/credit card reader.





Management Information Systems

Unit 6:

Functional Applications of Information System



Questions??